

State Council on Workforce Services

Department of Workforce Services

140 East 300 South – Room 101

Meeting Minutes

July 8, 2010

Members Present: Paul Jackson, Chairman, Rebecca Little, Mary Shumway for Larry Shumway, Sen. Mark Madsen, Rob Brems, Sandy Phillips, Joe Christopher, Gifford Briggs, Spencer Eccles, Melissa Smith, Marie Christman, Rich Kingery, Connie Nielsen, Stanley Ellington, Randall Bennett, Ken Davey, Rich Thorn, Bill Crim, Randy Welsh, Don Uchida, Gary Wixom for William Sederburg

Others in Attendance: Greg Gardner, Jon Pierpont, Diane Lovell, Cassy Hahn, Karla Aguirre, Sarah Brenna, Steve Maas, Shauna South, Jane Broadhead, David Aguire, Susan Wright, Randy Hopkins, Rick Little, Dave Lewis, Ally Isom, Bill Greer, Brent Newren, Bob Gilbert, Peggy Killian, Shelly Ivie, Connie Laws, Conie Hout, Julie Lay, Lorri Economy, Jan Thompson, Melissa Freigang, Susan Thackeray, Bill Starks

1. Welcome and Opening Business – Paul Jackson

Paul welcomed those in attendance and recognized various guests, including Greg Gardner, Jon Pierpont, DWS Area Directors, and other key community partners. Paul also recognized new Council member Gifford Briggs (of Big D Construction and new Chair of the Mountainland Service Area Council). He also announced that Darris Howe, excused due to out of town obligations, completed his second term on the Council on June 30. He will be presented with a novelty clock, in acknowledgment of his 8 years of dedicated service.

Approval of April 8, 2010 Minutes

The minutes from the April 8, 2010 meeting were reviewed. Paul highlighted the following three items:

- Approval of training providers: There was concern about approving out of state providers, and this was discussed and resolved at the Council Chairs' meeting earlier today.
- Transition of Service Area Councils: Feedback has been received from all area councils, some in formal letters to Kristen Cox and others by way of a conference call that was held. Significant dialogue and input has occurred, though if there is further feedback, this is still welcome. Updates will continue to occur as the transition process proceeds.
- Public Comment: James Whitaker met with Jason Chandler about the Utah Farmworker program. This contact has been made and the issue has been resolved.

Following the above comments, the motion was made by Don Uchida to approve and was seconded by Joe Christopher. The motion carried unanimously with no abstentions.

Approval of Training Providers

A list of training provider recommendations was provided to the group. Each of the providers has met all DWS requirements and has been reviewed thoroughly by DWS staff.

A motion to approve the submitted list of training providers was made by Randall Bennett and seconded by Melissa Smith. The motion carried by unanimous vote.

2. Chair's Remarks – Paul Jackson

Paul expressed to the group the importance of the Council and the responsibility of the group to periodically step back and evaluate the challenges of the Council and the key role it plays in Utah's economy.

In the meeting packet, the group was provided with both the Federal and State Statutory authorities. Paul highlighted the following:

- Federal Statute requires the Council to;
 - Be led by the private sector,
 - Develop Utah's workforce investment plan
 - Monitor and oversee the workforce investment system
 - Forge industry-led partnerships
 - Integrate economic and workforce development

Paul drew particular attention to the third bulleted item above, monitoring and overseeing the system. The elements that are overseen by the Council are monitored very closely by DWS staff and reported to the Council. Further, Paul stressed that the Council's role is to raise issues and provide oversight and guidance.

Paul further discussed that in regards to integrating economic and workforce development, the Council represents and is an advocate for the workforce plan and the direction of the agency as it pertains to the entire state. In order to meet the workforce needs of the state, the Council needs to understand the local economies while also keeping in mind the statewide perspective.

Stanley Ellington asked if the Council has "crossed the line" at this point in time, and Paul stated that no, they have not; his advice is simply for moving forward.

Paul also highlighted the following DWS Goals & Objectives for 2011, pointing out the Council's responsibility to support the department in these areas.

- Strategic Goals
 - Customer Service
 - Prevention
 - Global Competitiveness
- DWS Objectives
 - Employment and Self Sufficiency
 - Job Growth

In moving toward the future, the Paul asked the Council to consider the following items:

- How can the Council consider being more effective and efficient?
- Suggestion: Rather than meet face-to-face quarterly, the Council meet every six months and in the off quarters meet via a conference call. E-mail correspondence would also be utilized between meetings.
 - Joe Christopher mentioned that in quarterly meetings, the first portion of the meeting is spent “catching up.” Also, he mentioned that in regards to a conference call, this can be costly and incur a substantial cost. In his opinion, conference calls do not provide the interaction needed by this group. He recommended a cost comparison be done on having face-to-face meetings versus conference calls.
- Melissa Smith also provided feedback and suggested different avenues of communication and conferencing where groups can connect online through a shared site. She also expressed concern with conference calls not being very effective, but mentioned there are other options available.
- Rebecca Little asked the group to keep in mind that during the last conference call, reception was very poor. She suggested that if conference calls are held, it is important that etiquette is discussed and conversation flow issues be addressed.
- Rob Brems suggested a “Tanberg” system that UCAT uses. It provides a more regional approach with video conferencing.
- Paul closed the discussion by indicating that the October meeting will be held in person and no changes will be made immediately. Instead, Paul asked the members to keep technology options in mind as we look at more cost efficient ways for the Council to meet and carry out it’s business.

ACTION ITEM: Diane Lovell will put together a cost comparison for meeting in person versus conference calling.

3. Utah’s Economic Outlook – Mark Knold

Mark Knold presented a slide show on the Economic Outlook of the state. He reviewed the recession as it relates broadly to the United States and covered the following points:

- The recession appears to be over
- Housing seems to be stabilizing
- Overseas partners are recovering
- The fiscal stimulus has helped boost the economy, especially consumer and government spending
- The financial system appears to be stabilizing, but private nonresidential construction is plunging.

Mark also reviewed the State’s 7.3% unemployment rate and indicated that we are ready to begin adding jobs to the system again. He mentioned initial Unemployment claims appear to be leveling and even trending downward. In terms of the demand for DWS services, Mark expressed that “the worst is behind us.” Based on the economic forecast, it appears

things will be better than anticipated. In his opinion, the employment situation will begin expanding enough to reduce DWS caseloads and initial Unemployment claims.

Spencer Eccles asked about the unemployment number and if it is actually higher than represented. He asked Mark what he felt the number would be next year and if it would be trending up or down. Mark mentioned that because the data is based on a random population survey, it is difficult to get a very accurate number so a regression model is created. Because of the limitations of the model, the unemployment rate could be higher than reported, and it is possible that as job growth increases, the unemployment rate may also rise as more individuals begin to look for work.

4. K-16 Alliance – Mary Shumway and Gary Wixom

Paul introduced Mary Shumway, USOE, and Gary Wixom, USHE who jointed presented on the K-16 Alliance, a Governor-led group formed to look at Utah's educational system and how the workforce is being prepared for jobs now and in the future.

Mary and Gary reported the K-16 brings together higher education, public education, DWS and other partners to critically examine the education system at various levels. Sub-committees are assessing a number of issues, including Curriculum & Assessment, Enrollment, Teacher Education, Counseling, Retention and Workforce.

Their presentation focused on the goals of the Workforce Sub-Committee - charged with informing the Board of Regents and the Board of Education about the workforce needs in the state. They are preparing a report that will evaluate how things will look in the year 2020. The Sub-committee is currently assessing the following:

- Current make-up of the workforce
- Changes during the next ten years in the workforce
- Needs of the business community in 2020
- Needs for an educated workforce
- Educational programs to meet the need

The Sub-committee is gathering data and information from the University of Utah Center for Public Policy and Administration to help assess employer needs. Focus groups are being set up to assist this committee. Data from the focus groups will be used to determine the current and future skill sets needed by business and industry through 2010.

Steve Maas added that the data being gathered, particularly as it relates to industry sectors, are being evaluated in respect to the newly designated nine economic service areas. The purpose of this committee is to be collaborative and connect the Department as well as statewide educational partners.

Paul explained that in addition to the economic data that has been provided, this information should assist the Council members and Area Council Chairs. As they evaluate who should participate in the focus groups, Paul asked the Council Chairs to be thoughtful in ensuring there is broad and thorough representation.

Spencer Eccles explained that from a GOED perspective, the K-16 initiative is critical as a company's main interest in coming to Utah is based on what kind of workforce they can attain. He expressed full commitment from GOED on this initiative.

Rob Brems expressed appreciation for the initiative and the opportunity to be a part of the Sub-committee's process. Gifford Briggs expressed that as a parent with children in the system, a critical piece is getting the information to the actual parents and children.

Paul expressed appreciation to Mary and Gary for Co-Chairing the Workforce Sub-committee and for presenting to the Council.

5. Committee Reports

State Youth Council – Marie Christman

Marie thanked the DWS staff for their efforts and reported that the WIA Youth Program is meeting most of its goals. However, the 70% expenditure requirement for youth funding is not being met (as of June 30, we were only at approximately 55%). The reason this is a concern is because the DOL can come to DWS in the future and rescind funds as they are not being fully expended. The Chairs of the Youth Service Area Councils have committed to assisting the agency with meeting expenditure requirements by taking the following steps:

- Each quarter, the Chairs will review where the expenditures are and if we are on target for the yearly goals.
- Obligations and expenditures will be evaluated, along with outcomes and what the needs of the respective areas are.

Paul asked Marie to detail exactly what the Area Chairs could do to assist with the monitoring of expenditures and support the Youth Programs.

Marie responded that the Area Youth Council Chairs will review the ESA Plans and determine where and how youth connect to the demand-driven focus of the Department. She asked that the Area Council Chairs make the commitment to contact the Youth Chairs and discuss how to better connect youth with employers and how best to review each ESA's youth performance measures.

It was agreed that:

- At the next State Council meeting, an update will be provided on the coordination between the Youth Councils and Area Councils, and then determination will be made on how the State Council can further assist and be involved.
- Each Service Area Director will designate a Workforce Development Specialist to interface with their local Youth Council to help with employer connections.
- The Area Chairs will engage with their Youth Council Chairs to better connect their committees.

Chairs and Operations & Performance Committee – Joe Christopher

Joe provided the following information:

- A conference call was held on June 23rd and the agency organizational changes and Area Council transition plans were discussed. He also referred to letters to Kristen Cox from the Western and Eastern Area Councils. Based on feedback the recommendations from the two Area Councils were being reviewed and implemented.
- The Chairs' Committee seated a WorkKeys Sub-committee comprised of four Area Chairs, a representative from UVU and a representative of CAP of Utah to work with staff to develop a strategy for marketing and implementing the WorkKeys assessment program.
- Accomplishments of the service areas were reviewed, as well as concerns moving forward and key industries that would be targeted.
- Discussion was held on holding conference calls prior to the quarterly State Council Meetings to review information that will be on the meeting's agenda.

6. State Plan and 2011 Activities

Paul referred to the Economic Service Area (ESA) Plan Executive Summaries that was provided in the agenda packets and called attention to the Targeted Industries Matrix. He noted that this document shows the alignment there is across the state in the various industries, while also highlighting the differences between the service areas. He expressed that all of the targeted industries need to be evaluated in reference to each other in order to keep a statewide perspective, ensure everyone is on the "same page" and to ensure coordination across ESAs. State Council members should be informed about what actions are taking place in each area to support the industries targeted for focus.

7. DWS Update – Kristen Cox

Paul excused Kristen Cox from the meeting and noted that if there is information regarding a DWS update, it will be e-mailed to the group.

8. Other Business

None

9. Public Comment

None

Meeting adjourned at 2:50pm. The next meeting will be October 14, 2010.